

Appln. No. 09/867,180  
Amendment dated November 24, 2004  
Reply to Office Action of August 26, 2004

#### REMARKS/ARGUMENTS

Reconsideration of the present application, as amended, is respectfully requested.

The August 26, 2004 Office Action and the Examiner's comments have been carefully considered. In response, claims are cancelled and amended, and remarks are set forth below in a sincere effort to place the present application in form for allowance. The amendments are supported by the application as originally filed. Therefore, no new matter is added.

#### PRIOR ART REJECTIONS

In the Office Action claims 1-16 are rejected under 35 USC 102(b) as being anticipated by USP 5,815,665 (Teper et al.).

The present claimed invention as defined by independent claim 1 is directed to a method for responding to a site access in which a service provider site for providing contents via a communication network transmits, when an access request is made from a requesting terminal, contents of the service provider site to the requesting terminal in response to the access request. The service provider site stores identifiers of affiliation sites affiliated with the service provider site. The method includes determining whether or not the access request from the requesting terminal is made via one of the affiliation sites based on

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whether the access request includes the identifier of one of the affiliation sites, changing a part of the contents to be transmitted to the requesting terminal to predetermined information corresponding to the one of the affiliation sites when the access request is made via the one of the affiliation sites, transmitting the contents including the predetermined information to the requesting terminal to wait for a user identification request from the requesting terminal to start service provision, and storing user information of the requesting terminal relating to the service provision into a session control table relating to the one of the affiliation steps.

In Teper et al., upon registration, users provide various account information to an online broker (such as payment information, name, etc.). When a user connects to a registered service provider (SP) site and attempts to access an online service, the SP site initiates a challenge-response authentication sequence which allows the online broker service to authenticate the user for the SP site. The SP site forwards the response message to the online broker site along with the user's unique ID and the original challenge message. The online broker service in turn accesses the broker database to authenticate the user. The online broker service then sends a message to the SP site indicating whether or not the user was successfully

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authenticated. The online services available on the websites are accessed by the user using a single account established between the user and the online broker. The user can access the various SP sites and services using a single password and log-on procedure, and can access one SP site after another without having to re-enter a password (see col. 2, line 45 to col. 4, line 46).

In Teper et al., the online brokering service provides user-specific customization data which may be used by the service providers to customize their respective services to individual users (col. 3, line 65 to col. 4, line 14).

In contrast to the teachings of Teper et al., the affiliation site of the present claimed invention is positioned between the user (requesting terminal) and the service provider site. A portion of the contents from the service provider site to be transmitted to the requesting terminal is changed to predetermined information corresponding to one of the affiliation sites when the access request is made via one of the affiliation sites. Thus, the contents of the service provider site is not customized to the user but is customized to the affiliation site via which the user accesses the service provider site.

Further, according to the present claimed invention, after the changed content is transmitted to the requesting terminal,

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the affiliation site is not involved in service provision. Contrary to the claimed invention, there is no site positioned between the user and the service provider. That is, the broker service of Teper et al. is not positioned between the user and the SP sites.

Moreover, the present claimed invention stores user information of the requesting terminal relating to the service provision into a session control table relating to one of the affiliation sites when the access request is made via one of the affiliation sites. This is because the fee is charged to the affiliation sites (refer to Fig. 11). Teper et al. is silent about the charge for the affiliation sites through which the service provider site is accessed by the user.

That is, the present claimed invention as defined by amended claim 1 is patentable over Teper et al. because the reference does not disclose, teach or suggest, inter alia:

determining whether or not the access request is made via one of the affiliation sites based on whether the access request includes the identifier of the one of the affiliation sites; and/or

changing a part of the contents to be transmitted to the requesting terminal to predetermined information corresponding to the one of the affiliation sites when the access request is made via the one of the affiliation sites; and/or

transmitting the contents including the predetermined information to the requesting terminal to wait for a user

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verification request from the requesting terminal to start service provision; and/or

storing user information of the requesting terminal relating to the service provision into a session control table relating to the one of the affiliation sites (see claim 1, lines 9-24).

In view of the foregoing, claim 1 is patentable over Teper et al. under 35 USC 102 as well as 35 USC 103.

Claim 4 is dependent on claim 1 and is patentable over the cited reference in view of its dependence on claim 1 and because the reference does not disclose, teach or suggest each of the limitations taught in claim 4.

Independent claim 5 is directed to a method for verifying a user who makes an access request to a service provider site via a communication network. The service provider site stores identifiers of affiliation sites affiliated with the service provider and user verification information for members of each of the affiliation sites. The method includes determining whether or not the access request is made via one of the affiliation sites based on whether the access request includes the identifier of the one of the affiliation sites, and conducting user verification based on the user verification information when the access request is made via one of the affiliation sites.

Claim 5 specifically states that the service provider site performs user authentication based on the member information of

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the affiliation site stored in the service provider site. Teper et al. do not disclose, teach or suggest the user authentication as recited in claim 5.

That is, the present claimed invention as defined by claim 5 is patentable over the cited reference because the reference does not disclose, teach or suggest, inter alia:

determining whether or not the access request is made via one of the affiliation sites based on whether the access request includes the identifier of the one of the affiliation sites; and/or

conducting user verification based on the user verification information when the access request is made via one of the affiliation sites (see claim 5, lines 8-14).

In view of the foregoing, claim 5 is patentable over the cited reference under 35 USC 102 as well as 35 USC 103.

Claim 6 is directed to a service information providing method in which a service provider site provides via a communication network to a user terminal a service item corresponding to an access request from the user terminal, the service provider site storing identifiers of affiliation sites affiliated with the service provider site. The method includes providing to the user terminal a predetermined content corresponding to a service designated by the user terminal, receiving a response information relating to the provided contents from the user terminal via the communication network and

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determining whether the response information is transmitted from one of the affiliation sites based on whether the access request includes the identifier of the one of the affiliation sites when a predetermined processing is to be performed with regard to the response information, and performing the predetermined processing based on a result of determination.

Claim 6 recites that the service provider site determines whether the response information is transmitted from one of the affiliation sites based on whether the access request includes the identifier of the one of the affiliation sites. Teper et al do not disclose, teach or suggest this limitation.

That is, claim 6 is patentable over the cited reference because the reference does not disclose, teach or suggest, inter alia:

receiving a response information relating to the provided contents from the user terminal via the communication network and determining whether the response information is transmitted from one of the affiliation sites based on whether the access request includes the identifier of the one of the affiliation sites when a predetermined processing is to be performed with regard to the response information (see claim 6, lines 10-17).

In view of the foregoing, claim 6 is patentable over the cited reference under 35 USC 102 as well as 35 USC 103.

Claims 8-10 are article of manufacture claims which respectively correspond to claims 1, 5 and 6. Claims 8-10 are

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patentable over the cited reference for reasons, inter alia, set forth above in connection with claims 1, 5 and 6.

Independent claim 11 is directed to a method of providing a home page of a service provider site and a home page of an affiliation site affiliated with the service provider site via a communication network. The method includes receiving a request for the home page from a user by the affiliation site, transferring the request to the service provider site by the affiliation site, determining whether the user is a member of the affiliation site by the service provider site and transmitting a home page to the user by the service provider site when the user is a member of the affiliation site.

Claim 11 recites that the affiliation site receives a request, transfers the request to the service provider site, which transmits a home page to the user. Teper et al. do not disclose, teach or suggest determining whether the user is a member of the affiliation site by the service provider site and transmitting a home page to the user by the service provider site when the user is a member of the affiliation site.

That is, claim 11 is patentable over the cited reference because the reference does not disclose, teach or suggest, inter alia:



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receiving a request for the home page from a user by the  
affiliation site; and/or

transferring the request to the service provider site by the  
affiliation site; and/or

determining whether the user is a member of the affiliation  
site by the service provider site; and/or

transmitting a home page to the user by the service provider  
site when the user is a member of the affiliation site (see  
claim 11, lines 5-13).

In view of the foregoing, claim 11 is patentable over Teper  
et al. under 35 USC 102 as well as 35 USC 103.

Claims 12-14 are either directly or indirectly dependent on  
claim 11 and are patentable over the cited reference in view of  
their dependence on claim 11 and because the reference does not  
disclose, teach or suggest each of the limitations set forth in  
claim 11.

In view of the foregoing, claims 1 and 4-14 are patentable  
over the cited reference under 35 USC 102 as well as 35 USC 103.

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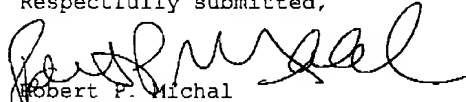
Entry of this Amendment, allowance of the claims and the  
passing of this application to issue are respectfully solicited.

If the Examiner disagrees with any of the foregoing, the  
Examiner is respectfully requested to point out where there is  
support for a contrary view.

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If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,



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